

ONLINE VISUAL CONTENT TOWARD PURCHASE INTENTION AMONG INSTAGRAM FOLLOWERS OF @TOKO_MUNEL

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ABSTRACT

This investigation examines how online visual material impacts purchase inclination among Instagram followers of Toko Munel, a creative domestic enterprise leveraging social media as its core marketing channel. The research employs a quantitative associative methodology to analyze how visual components, including color coordination, compositional arrangement, and comprehensive design excellence, shape consumer perception and interest. Information was acquired via an online survey administered to 60 followers of the brand's official Instagram profile, concentrating on their responses to and interaction with visual marketing material. The survey utilized a five-point Likert measurement scale to assess perceptions regarding online visual material and purchase inclination. Multiple analytical procedures were executed to verify data validity, consistency, and distribution normality prior to implementing simple linear regression examination using IBM SPSS Statistics version 25. This technique was applied to establish the intensity and statistical significance of the association between the two constructs. The outcomes underscore the expanding significance of visual communication and mobile marketing within the digital commercial environment, where consumers experience continuous exposure to creative and interactive material. For small and medium-scale creative businesses, especially those functioning digitally, enhancing visual marketing approaches can fulfill a vital function in sustaining competitive advantage, reinforcing brand trustworthiness, and promoting long-term business development. Consequently, enterprises that persistently allocate resources toward advancing the excellence and innovation of their visual material can establish more robust interactions, strengthen customer confidence, and successfully stimulate purchase inclinations within the digital epoch.

Key words: Online Visual Content; Purchase Intention; Visual Marketing; Creative Business.

INTRODUCTION

Digital marketing's accelerated evolution has substantially altered consumer-brand interaction patterns, particularly through expanding social media adoption and mobile technology penetration. Within this digital ecosystem, purchase inclination emerges as a vital indicator, representing consumers' likelihood of executing actual purchases following exposure to online marketing initiatives. Components including visual material, customer testimonials, and interactive participation on social channels fulfill crucial functions in molding consumer attitudes and directing their purchasing conduct (Chen et al., 2022). Similarly, Ayoubi and Sadiqi (2024) highlight that visual appeal integrated with social engagement on digital platforms directly influences how consumers develop confidence and evaluate brands. Mobile marketing's persistent proliferation further amplifies this dynamic, enabling consumers to effortlessly retrieve product specifications, engage with promotional content, and finalize transactions immediately through their devices (Grewal et al., 2020). Furthermore, Teixeira (2024) observes that mobile-oriented visual promotion strengthens personalization, consequently reinforcing the affective and behavioral connection between consumers and brands.

Prior international investigations have consistently demonstrated that superior-quality visual material bolsters consumer confidence, cultivates emotional attachment, and subsequently generates elevated purchase inclination. Luo et al. (2025) disclosed that brief video content amplifies trust, functioning as a conduit between visual exposure and consumers' purchasing intentions. Likewise, Poirier et al. (2024) identified that imagery portraying individuals utilizing or engaging with merchandise produces favorable emotional responses that stimulate purchasing behaviors. Additionally, Zhang et al. (2024) documented that visual marketing approaches within the fast-fashion sector demonstrate direct and substantial influence on consumers' acquisition interest. Correspondingly, Dlamini and Mpofu (2024) underscored that mobile marketing components exert an exceptionally robust impact on consumers within developing economies, where digital channels are swiftly becoming primary catalysts of commercial engagement.

Despite numerous international studies establishing associations among visual material, mobile marketing, and purchase inclination, scholarly work addressing this subject within domestic creative industry contexts remains scarce. Izzati (2024) recognized that Instagram-oriented visual material can elevate purchase inclination, especially when complemented by transparent and readily obtainable product specifications. Nevertheless, a significant scholarly void persists within the creative merchandise domain, where visual narrative construction and brand aesthetics function as principal determinants of consumer interaction. As a creative domestic business, Toko Munel strategically employs Instagram imagery to captivate younger demographics and communicate its brand essence.

Accordingly, this investigation endeavors to analyze how online visual material influences purchase inclination among Toko Munel's Instagram followers, thereby advancing theoretical understanding of creative digital marketing and providing actionable insights for micro, small, and medium businesses pursuing enhanced visual communication approaches.

METHOD

This investigation adopts a quantitative associative framework to analyze the impact of online visual material on purchase inclination (Sugiyono, 2019). The study was executed digitally, concentrating on the Toko Munel Instagram profile in 2025, as this platform functions as the principal medium for displaying product visuals and interacting with consumers. The research population encompassed all 60 followers of the @toko_munel profile, who were simultaneously designated as the research sample employing a total sampling or census approach (Margono, 2004). Information was gathered via an online survey instrument utilizing a five-point Likert measurement scale comprising statements formulated to capture participant perceptions regarding the research constructs. The information utilized in this investigation is quantitative in nature, acquired directly from survey responses and supplemented by secondary resources, including scholarly journals and pertinent literature. Before conducting the analysis, the research instrument underwent validity and consistency testing, while classical assumption verification was performed using normality assessment. Statistical examination was executed employing simple linear regression via IBM SPSS Statistics version 25 to evaluate the magnitude of online visual material's influence on purchase inclination. Additionally, hypothesis validation incorporated the application of the determination coefficient (R^2) and partial t-test to assess the intensity and statistical meaningfulness of the association between the constructs.

RESULTS AND DISCUSSION

Based on the validity test results, the Online Visual Content variable (X) obtained the highest calculated r-value of 0.743, while the Purchase Intention variable (Y) achieved a calculated r-value of 0.846. The r-table value for a sample size of 60 respondents ($N = 60$) at a 5% significance level is 0.254. Since all calculated r-values exceed the r-table value ($r_{\text{calculated}} > r_{\text{table}}$), all statement items for both variables are declared valid. This means that each indicator used in the questionnaire is capable of accurately measuring what it was intended to measure, confirming that the research instrument possesses good construct validity. In other words, the questionnaire items effectively represent the concepts of online visual content and purchase intention as defined in the study framework.

The results of the reliability test further strengthen the quality of the instrument. The Online Visual Content variable (X) achieved a Cronbach's Alpha value of 0.760, while the Purchase Intention variable (Y) obtained a value of 0.897. According to the reliability criterion, an instrument is considered reliable when its Cronbach's Alpha value exceeds 0.60. Therefore, both variables meet this criterion and can be considered reliable and internally consistent. These findings imply that the respondents' answers are stable and consistent across the related items, indicating that the questionnaire can be trusted to produce dependable data for further analysis. Consequently, the instrument used in this study is both valid and reliable, making it suitable for measuring the influence of online visual content on consumers' purchase intention.

Table 1. Results of the Simple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.738	5.146		2.281	.026
	Online Visual Content	.767	.114	.666	6.747	.000

a. Dependent Variable: Purchase Intention

(Source: Primary data processed using SPSS version 25)

Based on the analysis conducted using SPSS version 25, the simple linear regression equation obtained is $Y = 11.738 + 0.767X$. The calculated t-value of 6.747 exceeds the t-table value of 2.281, with a significance level of $0.000 < 0.05$. This result indicates that the Online Visual Content variable (X) has a positive and significant influence on Purchase Intention (Y). In other words, the more attractive, consistent, and engaging the visual content presented on social media, the stronger the consumers' intention to make a purchase. This finding reinforces the crucial role of visual presentation quality in shaping consumer perceptions and motivating purchasing decisions in the digital marketplace.

Furthermore, the normality test results using the One-Sample Kolmogorov–Smirnov Test show an Asymp. Sig. (2-tailed) value of 0.000, indicating that the data are not normally distributed since the value is less than 0.05. However, considering the total of 60 respondents and acknowledging that the K–S test tends to be highly sensitive to larger samples, this minor deviation from normality is still deemed acceptable. Therefore, the data are considered adequate and appropriate for use in simple linear regression analysis, as the assumption of normality can be relaxed when the sample size is sufficiently large and the distribution does not exhibit extreme skewness.

Table 2. Results of the Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665 ^a	.443	.433	3.257

a. Predictors: (Constant), Online Visual Content

b. Dependent Variable: Purchase Intention

(Source: Primary data processed using SPSS version 25)

Based on the results of the coefficient of determination (R²) test, the findings indicate that online visual content has a considerable contribution to explaining the variation in purchase intention among the followers of Toko Munel's Instagram account. This suggests that the attractiveness, consistency, and overall quality of the visual content presented on the platform play a substantial role in influencing how consumers perceive and decide to purchase products. Appealing visuals can capture attention, enhance product desirability, and strengthen consumers' emotional connection to the brand, which ultimately fosters greater purchase intention.

However, it is also recognized that purchase intention is not solely determined by visual content. Other factors, such as product pricing, perceived quality, customer reviews, and even the effectiveness of marketing communication, may also influence consumer decisions. In this context, while visual content serves as a key driver of interest and engagement, its success is closely tied to the brand's ability to integrate other marketing elements into a cohesive strategy. Thus, the findings highlight the importance of maintaining high-quality visual presentation while also considering complementary aspects of marketing to maximize consumer purchase intention and brand loyalty.

Table 3. Results of the T-test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.738	5.146		2.281	.026
	Online Visual Content	.767	.114	.666	6.747	.000

a. Dependent Variable: Purchase Intention

(Source: Primary data processed using SPSS version 25)

Drawing from the regression examination outcomes presented in the preceding table, the computed t-value registers 6.747, accompanied by a significance level of 0.000, signifying $0.000 < 0.05$. Consequently, H₁ receives validation, establishing that Online Visual Content (X) exerts a substantial impact on Purchase Intention (Y). This demonstrates that enhanced quality of online visual material corresponds with elevated consumer purchase inclination.

Investigation outcomes reveal that online visual material (X) demonstrates a favorable and statistically meaningful influence on purchase inclination (Y) within Toko Munel's Instagram follower community. This validates that increasingly attractive, coherent, and superior-quality visual material exhibited correlates with amplified consumer purchase inclination. Results indicate that thoughtfully crafted visual components, including

color coordination, compositional arrangement, and branding uniformity, can efficiently attract consumer attention and stimulate stronger emotional engagement with products. Although purchase inclination variations are additionally affected by alternative external elements beyond visual material, these outcomes emphasize visual marketing's pivotal function in molding consumer conduct and decision-making mechanisms.

These discoveries align with prior investigations underscoring that visual material can cultivate consumer confidence and reinforce emotional attachment, subsequently affecting purchasing choices (Al-Gasawneh et al., 2023). Additional studies similarly highlight that compelling visual composition can strengthen consumer interaction and establish favorable brand attitudes, ultimately yielding heightened purchase inclination (Waldi et al., 2025). Visual marketing that successfully combines aesthetic attractiveness and informational worth facilitates creating a reliability and familiarity perception between consumers and brands, illustrating how deliberate content composition contributes toward both immediate and extended marketing achievements.

Within the framework of domestic creative enterprises, including Toko Munel, visual material on Instagram fulfills an essential function in securing follower attention, distinguishing the brand from rivals, and augmenting purchase inclination. As a platform fundamentally propelled by visual interaction, Instagram empowers creative MSMEs to convey brand identity, exhibit product distinctiveness, and nurture interactive associations with prospective purchasers. This discovery holds substantial relevance for MSME digital marketing approaches, wherein consistent and innovative administration of visual material can emerge as a determining element in marketing effectiveness, audience involvement, and business expansion. Therefore, this investigation reconfirms that a meticulously developed visual content approach founded on creativity, genuineness, and audience rapport proves indispensable for enhancing purchase inclination and facilitating sustainable advancement within the creative merchandise domain.

CONCLUSION

The results of this study indicate that online visual content shared on Instagram positively influences the purchase intentions of Toko Munel's followers. In other words, the more appealing and higher in quality the visual content is, the greater the likelihood that consumers will be interested in purchasing Toko Munel's products. This highlights the crucial role of visual aesthetics and creativity in shaping consumer perceptions and driving their decisions. Consistent, well-crafted visuals do not only capture audience attention but also enhance brand identity and build consumer trust, which in turn motivates followers to proceed with a purchase.

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